



**WEWS**

# ORDER

Flight Dates **10/24/12-11/05/12**

Contract / Revision      **315593 /**      **OH SUP CRT CUPP/KENNEDY SPL**

Original Date / Revision  
10/22/12    10/23/12      Agency Com    15%  
Billing Contact

Advertiser **Cupp-Kennedy / Republican**  
**7669 Stagers Loop**  
**Delaware, OH 43015**

Agency    **Strategic Media Placement**

Buying Contact  
**7669 Stagers Loop**  
**Delaware, OH 43015**  
Sales Office    WEWSL  
Sales Region   LOC  
Agency Ref

Order Sep      00:20:00

Estimate #      **3026**

Alt Order #

Billing Type      Cash

Order Type      GENERAL

Billing Cycle      EOM/EOC

Billing Calendar BROADCAST

Demographic    A35+

Rev Codes      POL      POL      CAND

Product Codes PL

Priority      P-1

Advertiser Ref

Primary Account Executive  
WEWS Local Political

Account Executive	Order%	Start Date	End Date
WEWS Local Political	100%		

Order Share 100% Market Value 22800

Competing Station	% of Order	Amount
CABLE	%	0
UNKWN	%	0
WBNX	%	0
WDLI	%	0
WEAO	%	0
WGGN	%	0
WJW	%	0
WKYC	%	0
WMFD	%	0
WOAC	%	0
WOIO	%	0
WQHS	%	0
WUAB	%	0
WVIZ	%	0
WVPX	%	0

## Order Totals

## Billing Plan

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
October 2012	4	\$7,395.00	\$8,700.00	0.00	10/01/12	10/28/12	4	\$7,395.00	\$8,700.00
November 2012	9	\$11,985.00	\$14,100.00	0.00	10/29/12	11/05/12	9	\$11,985.00	\$14,100.00
<b>Totals</b>	<b>13</b>	<b>\$19,380.00</b>	<b>\$22,800.00</b>	<b>0.00</b>					

														<u>Totals</u>	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 1	WEWS	10/24/12	11/05/12	M-F 5-6p News M-F 5-6p News	CM	5-6p	MTWTF--	:30	2	\$1,200.00	P-2	0.00	NM	4	\$4,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/22/12	10/28/12	---T---	1		\$1,200.00		0.00						
Week:		10/29/12	11/04/12	M-W----	2		\$1,200.00		0.00						
Week:		11/05/12	11/11/12	M-----	1		\$1,200.00		0.00						



**WEWS**

Print Date: 10/23/12

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Contract / Revision      **315593**      Flight Dates **10/24/12-11/05/12**

Hiatus Dates

Original Date / Revision   10/22/12/   10/23/12

Order Sep   00:20:00

Advertiser   **Cupp-Kennedy / Republica**   Product **OH SUP CRT CUPP/KENNE**   Estimate #   **3026**

														<u>Totals</u>	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 2	WEWS	10/24/12	11/05/12	M-F 6-630p News M-F 6-630p News	CM	6-630p	MTWTF--	:30	3	\$2,500.00	P-1	0.00	NM	7	\$17,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
	Week:	10/22/12	10/28/12	--WTF--		3			\$2,500.00			0.00			
	Week:	10/29/12	11/04/12	MTWTF--		3			\$2,500.00			0.00			
	Week:	11/05/12	11/11/12	M-----		1			\$2,500.00			0.00			
N 3	WEWS	10/24/12	11/05/12	M-F 430-5am News M-F 430-5am News	CM	430-5a	MTWTF--	:30	1	\$250.00	P-2	0.00	NM	2	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
	Week:	10/22/12	10/28/12	-----		0			\$0.00			0.00			
	Week:	10/29/12	11/04/12	MTWTF--		1			\$250.00			0.00			
	Week:	11/05/12	11/11/12	M-----		1			\$250.00			0.00			
<b>Totals</b>														<b>13</b>	<b>\$22,800.00</b>